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(54) **SYSTEM AND METHOD FOR A BIOMETRIC FEEDBACK CART HANDLE**

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(57) **ABSTRACT**

Systems, methods, and computer-readable storage media for alerting store associates that a customer may need assistance based on biometric data received from the customer via a shopping cart handle. For example, a server may receive, in near-real-time, baseline biometric data generated at a shopping cart handle, the baseline biometric data being associated with a user of the shopping cart. The server may then receive additional biometric data generated at the shopping cart handle and perform an analysis of both the baseline biometric data and the additional biometric data. By this analysis the server can determine that a check on the user should occur, and can transmit a notification to at least one store associate to perform the check on the user.